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\*\*\* It is now 4/7/2008 12:54:29 PM \*\*\*

## Welcome to DialogLink - Version 5 Revolutionize the Way You Work!

### New on Dialog

Order Patent and Trademark File Histories Through Dialog

*Thomson File Histories* are now available directly through *Dialog*. Combined with the comprehensive patent and trademark information on *Dialog*, file histories give you the most complete view of a patent or trademark and its history in one place. When searching in the following patent and trademark databases, a link to an online order form is displayed in your search results, saving you time in obtaining the file histories you need.

*Thomson File Histories* are available from the following *Dialog* databases:

- CLAIMS/Current Patent Legal Status (File 123)
- CLAIMS/U.S. Patents (File 340)
- Chinese Patent Abstracts in English (File 344)
- Derwent Patents Citation Index (File 342)
- Derwent World Patents Index (for users in Japan) (File 352)
- Derwent World Patents Index First View (File 331)
- Derwent World Patents Index (File 351)
- Derwent World Patents Index (File 350)
- Ei EnCompassPat (File 353)
- European Patents Fulltext (File 348)
- French Patents (File 371)
- German Patents Fulltext (File 324)
- IMS Patent Focus (File 447, 947)
- INPADOC/Family and Legal Status (File 345)
- JAPIO - Patent Abstracts of Japan (File 347)
- LitAlert (File 670)
- U.S. Patents Fulltext (1971-1975) (File 652)

- U.S. Patents Fulltext (1976-present) (File 654)
- WIPO/PCT Patents Fulltext (File 349)
- TRADEMARKSCAN - U.S. Federal (File 226)

#### DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (August 2006)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Log On Msg

\*\*\* ANNOUNCEMENTS \*\*\*

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"Thomson File Histories" are now available directly through Dialog in selected patent and trademark files. Combined with the comprehensive patent and trademark information on Dialog, file histories give you the most complete view of a patent or trademark and its history in one place. When searching in one of the patent and trademark databases, a link to an online order form is displayed in your search results, saving you time in obtaining the file histories you need. See HELP FILEHIST for more information about how to use the link and a list of files that contain the link.

\*\*\*The 2008 EMTREE Thesaurus has been added to EMBASE (Files 72, 73, 772, and 972)\*\*\*

RESUMED UPDATING

\*\*\*File 120, U.S. Copyrights

\*\*\*

RELOADS COMPLETED

\*\*\*File 156, ToxFile (annual reload)

\*\*\*Files 154 & 155, MEDLINE (annual reload)

\*\*\*Files 72 & 73, EMBASE

\*\*\*

FILES REMOVED

\*\*\*Files 476/Financial Times & 473/Financial Times Abstracts

\*\*\*Files 359,959,804, Chemical Economics Handbook

\*\*\*Files 360,960, Specialty Chemicals Update Program

\*\*\*

>>>For the latest news about Dialog products, services, content<<<

>>>and events, please visit What's New from Dialog at <<<

>>><http://www.dialog.com/whatsnew/>. You can find news about <<<

>>>a specific database by entering HELP NEWS <file number>. <<<

? Help Off Line

\* \* \*

Connecting to Scott Jarrett - Dialog - 276702

Connected to Dialog via SMS003141224

? b 411

> Set Files all

> Select (ford) and (Warranty (n2) (measurement or Counseling)) not py>2001

Processing

>>>W: File 120: Prefix "PY" is undefined

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1 database has items, of 560 searched.

Hits	File	Name
2	120	<u>U.S. Copyrights 1978-2008/Apr 01</u>

#### Estimated Cost Summary

Project		Client		Charge Code		Searcher		Job		Service Code	User Number
						Scott Jarrett				51	276702
Date		Time		SessionID		Subsession		Subaccount			
04/07/2008		12:09:52		113		3					
Data Base	Dial Units	Access Charge	Print Credit	Types	Prints	Report	Rank	Links	CSS	Total	
411	46.8060	137.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	137.61	
Sub Totals	46.8060	\$137.61	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$137.61	
Session Totals	47.1610	\$137.63		Telecom	\$4.05					\$141.68	

Begin 120

[File 120] U.S. Copyrights 1978-2008/Apr 01

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*\*File 120: As of February 18, 2008, the file is updating regularly and is current.*

```
SELECT (ford) and (Warranty (n2) (measurement or Counseling)) not py>2001
```

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>>>W: Prefix "PY" is undefined
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```
13921 FORD
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```
1134 WARRANTY
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        6822    MEASUREMENT
        6451    COUNSELING
            2    WARRANTY (2N) (MEASUREMENT OR COUNSELING)
            0    PY>2001
S1          2    SELECT (FORD) AND (WARRANTY (N2) (MEASUREMENT OR COUNSELING)) NOT PY>2001

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?
? rd
>>>W: Duplicate detection is not supported for File 120.

```

All specified files are unsupported, command ignored.

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? t s1/3,k/all

```

1/3,K/1

U.S. Copyrights

(c) format only 2008 Dialog. All rights reserved.

15343518

The authoritative guide to understanding Ford's global warranty measurement system.

Class: TX (Textual Works)

LC Retrieval Code: B (Monographic works of a non-dramatic literary nature)

Status: Registered

Registration Number: TX5963557

Date Registered: May 26, 2004 (20040526)

Registration Deposit: 112 p.

The authoritative guide to understanding Ford's global warranty measurement system

1/3,K/2

U.S. Copyrights

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11239527

WD&S Publishing's Guide to Ford's 126 report, warranty counseling process, audit preparation and negotiation / Jim Muntz.

Class: TX (Textual Works)

LC Retrieval Code: B (Monographic works of a non-dramatic literary nature)

Status: Registered

Registration Number: TX4805925

Date Registered: June 22, 1998 (19980622)

Registration Deposit: 87 p.

WD&S Publishing's Guide to Ford's 126 report, warranty counseling process, audit preparation and negotiation...

? t s1/9,k/2

1/9,K/2

U.S. Copyrights

(c) format only 2008 Dialog. All rights reserved.

11239527

WD&S Publishing's Guide to Ford's 126 report, warranty counseling process, audit preparation and negotiation / Jim Muntz.

Class: TX (Textual Works)

LC Retrieval Code: B (Monographic works of a non-dramatic literary nature)

Status: Registered

Registration Number: TX4805925

Date Registered: June 22, 1998 (19980622)

Date of Creation: 1997

Date of Publication: January 01, 1997

Author: Muntz, Jim; WD&S Publishing

Owner: WD&S Publishing (employer for hire)

Imprint: Metuchen, NJ : WD&S Pub., c1997.

Registration Deposit: 87 p.

WD&S Publishing's Guide to Ford's 126 report, warranty counseling process, audit preparation and negotiation...

? d s

Set Items Description

S1 2 SELECT (FORD) AND (WARRANTY (N2) (MEASUREMENT OR COUNSELING)) NOT PY>2001

? b 411

#### Estimated Cost Summary

Project		Client		Charge Code		Searcher		Job		Service Code	User Number
						Scott Jarrett				51	276702
Date		Time		SessionID		Subsession		Subaccount			
04/07/2008		12:11:21		113		5					
Data Base	Dial Units	Access Charge	Print Credit	Types	Prints	Report	Rank	Links	CSS	Total	
120	0.5820	3.26	0.00	3.30	0.00	0.00	0.00	0.00	0.00	6.56	
Sub Totals	0.5820	\$3.26	\$0.00	\$3.30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6.56	

Session Totals	48.0890	\$145.27		Telecom	\$0.38					\$148.95
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> Set Files all

> Select (car? or automotive? or automobile?) and ((customer? or buyer?) () satisfaction) and (warranty) not py>2001

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>>>W: File 20 processing for CAR? stopped at CARREFOURE

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>>>W: File 120: Prefix "PY" is undefined

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>>>W: File 226: Prefix "PY" is undefined

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>>>W: File 324 processing for CAR? stopped at CARBONAMIT

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>>>W: File 345 processing for CAR? stopped at CARINATE

>>>W: File 348 processing for CAR? stopped at CARBONYLTRICOBALT

>>>W: File 349 processing for CAR? stopped at CARBOMETHOLCY

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>>>W: I/O error in file 486

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>>>W: File 519: Prefix "PY" is undefined

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>>>W: File 654 processing for CAR? stopped at CARBONYLETHYLSULFANYLMETHYL

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>>>W: I/O error in file 781

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>>>W: File 996 processing for CAR? stopped at CARPINTINO

177 databases have items, of 560 searched.

Hits	File	<u>Name</u>
3	2	<u>INSPEC 1898-2008/Mar W2</u>
5	8	<u>Ei Compendex(R) 1884-2008/Mar W4</u>
128	9	<u>Business &amp; Industry(R) Jul/1994-2008/Apr 03</u>
1	11	<u>PsycINFO(R) 1887-2008/Mar W5</u>
145	13	<u>BAMP 2008/Apr 04</u>
5	14	<u>Mechanical and Transport Engineer</u>
650	15	<u>ABI/Inform(R) 1971-2008/Apr 05</u>
896	16	<u>Gale Group PROMT(R) 1990-2008/Apr 02</u>
13	18	<u>Gale Group F&amp;S Index(R) 1988-2008/Apr 02</u>
486	20	<u>Dialog Global Reporter 1997-2008/Apr 07</u>
1	34	<u>SciSearch(R) Cited Ref Sci 1990-2008/Apr W1</u>
5	35	<u>Dissertation Abs Online 1861-2008/Nov</u>
186	47	<u>Gale Group Magazine DB(TM) 1959-2008/Mar 26</u>
1	64	<u>Environmental Engineering Abstracts 1966-2008/Jan</u>
65	75	<u>TGG Management Contents(R) 86-2008/Mar W4</u>
1	80	<u>TGG Aerospace/Def.Mkts(R) 1982-2008/Apr 01</u>
16	81	<u>MIRA - Motor Industry Research 2001-2008/Nov</u>
113	88	<u>Gale Group Business A.R.T.S. 1976-2008/Mar 18</u>
3	95	<u>TEME-Technology &amp; Management 1989-2008/Mar W4</u>
5	101	<u>Disclosure Database(R) 2008/Mar W5</u>
3	112	<u>UBM Industry News 1998-2004/Jan 27</u>
7	120	<u>U.S. Copyrights 1978-2008/Apr 01</u>
18	122	<u>Harvard Business Review 1971-2007/Sep</u>

5	141	<u>Readers Guide 1983-2008/Jan</u>
2	144	<u>Pascal 1973-2008/Apr W1</u>
7	147	<u>The Kansas City Star 1995-2003/Nov 21</u>
1271	148	<u>Gale Group Trade &amp; Industry DB 1976-2008/Mar 20</u>
7	149	<u>TGG Health&amp;Wellness DB(SM) 1976-2008/Mar W3</u>
2	158	<u>DIOGENES(R) 1976-2008/Mar W4</u>
17	160	<u>Gale Group PROMT(R) 1972-1989</u>
23	180	<u>Federal Register 19852008/Apr 05</u>
2	192	<u>Industry Trends &amp; Anal. 1997/Jun</u>
47	194	<u>FBODaily 1982/Dec-2008/Nov</u>
3	215	<u>ONTAP(R) ABI/INFORM(R)</u>
4	216	<u>ONTAP(R) Gale Group PROMT(R)</u>
1	226	<u>TRADEMARKSCAN(R)-US Fed OG 080325/AP 080318</u>
1	247	<u>ONTAP(R) Gale Group Magazine Index(TM)</u>
1	249	<u>Mgt. &amp; Mktg. Abs. 1976-2007Apr W5</u>
1	256	<u>TecInfoSource 82-2008/Aug</u>
6	258	<u>AP News Jul 2000-2008/Apr 07</u>
1	261	<u>UPI News 1999-2005/Nov 17</u>
65	262	<u>CBCA Fulltext 1982-2008/Mar 31</u>
1	264	<u>DIALOG Defense Newsletters 1989-2008/Apr 02</u>
10	268	<u>Banking Info Source 1981-2008/Mar W4</u>
188	275	<u>Gale Group Computer DB(TM) 1983-2008/Apr 01</u>
1	277	<u>ONTAP(R) Investext(R)</u>
1	324	<u>GERMAN PATENTS FULLTEXT 1967-200814</u>
1	345	<u>Inpadoc/Fam.&amp; Legal Stat 1968-2008/UD=200813</u>
6	348	<u>EUROPEAN PATENTS 1978-2007/ 200814</u>
26	349	<u>PCT FULLTEXT 1979-2008/UB=20080327UT=20080320</u>
4	387	<u>The Denver Post 1994-2008/Apr 06</u>
3	392	<u>Boston Herald 1995-2006/Jun 14</u>
1	427	<u>Fort Worth Star-Telegram 1993-2004/Feb 25</u>
1	432	<u>Tampa Tribune 1998-2008/Mar 26</u>
1	440	<u>Current Contents Search(R) 1990-2008/Apr 07</u>
2	441	<u>ESPICOM Pharm&amp;Med DEVICE NEWS 2008/Jul W1</u>
27	471	<u>New York Times Fulltext 1980-2008/Apr 13</u>
4	483	<u>Newspaper Abs Daily 1986-2008/Apr 06</u>
138	484	<u>Periodical Abs Plustext 1986-2008/Mar W4</u>
58	485	<u>Accounting &amp; Tax DB 1971-2008/Mar W4</u>
1	487	<u>Columbus Ledger-Enquirer 1994-2008/Mar 28</u>
1	489	<u>The News-Sentinel 1991-2008/Apr 03</u>
11	492	<u>Arizona Repub/Phoenix Gaz 19862002/Jan 06</u>
13	494	<u>St LouisPost-Dispatch 1988-2008/Apr 06</u>
1	505	<u>Asian Co. Profiles 2008/Feb</u>
1	510	<u>ESPICOM Pharm &amp; Med Profile 20071127</u>
3	519	<u>D&amp;B-Duns Finan.Records Plus(TM) 2008/Feb</u>
2	532	<u>Bangor Daily News 1996-2008/Apr 03</u>
92	541	<u>SEC Online(TM) Annual Repts 1997/Sep W3</u>
132	542	<u>SEC Online(TM) 10-K Reports 1997/Sep W3</u>

10	543	<u>SEC Online(TM) 10-Q Reports 1997/Sep W3</u>
8	544	<u>SEC Online(TM) Proxy Repts 1997/Sep W3</u>
69	545	<u>Investext(r)Archive 1982-2007/MAR 31(c)2007 Thomson</u>
24	553	<u>Wilson Bus. Abs. 1982-2008/Feb</u>
2	563	<u>Key Note Market Res. 1986-2001/Aug 03</u>
16	564	<u>ICC Brit.Co.Ann.Rpts 1984-2004/Jun 22</u>
1	568	<u>Asian Bus. Intelligence Rpts 2002/Oct 25</u>
206	570	<u>Gale Group MARS(R) 1984-2008/Apr 01</u>
1	582	<u>Augusta Chronicle 1996- 2008/Apr 05</u>
3	583	<u>Gale Group Globalbase(TM) 1986-2002/Dec 13</u>
1	587	<u>Jane's Defense&amp;Aerospace 2008/Dec W5</u>
1	605	<u>U.S. Newswire 1999-2008/Mar 03</u>
2	606	<u>Africa News 1999-2008/Apr 07</u>
63	608	<u>KR/T Bus.News. 1992-2008/Apr 07</u>
28	609	<u>Bridge World Markets 2000-2001/Oct 01</u>
156	610	<u>Business Wire 1999-2008/Apr 07</u>
174	613	<u>PR Newswire 1999-2008/Apr 06</u>
2	614	<u>AFP English Wire 1999-2008/Apr 07</u>
2	616	<u>Canada NewsWire 1999-2001/Mar 09</u>
39	619	<u>Asia Intelligence Wire 1995-2008/Apr 01</u>
2	620	<u>EIU</u>
425	621	<u>Gale Group New Prod.Annou.(R) 1985-2008/Mar 20</u>
10	623	<u>Business Week 1985-2008/Apr 04</u>
18	624	<u>McGraw-Hill Publications 1985-2008/Apr 07</u>
1	625	<u>American Banker Publications 1981-2008/Apr 03</u>
12	631	<u>Boston Globe 1980-2008/Apr 04</u>
13	633	<u>Phil.Inquirer 1983-2008/Apr 06</u>
12	634	<u>San Jose Mercury Jun 1985-2008/Apr 03</u>
202	635	<u>Business Dateline(R) 1985-2008/Apr 04</u>
123	636	<u>Gale Group Newsletter DB(TM) 1987-2008/Apr 01</u>
6	637	<u>Journal of Commerce 1986-2008/May 19</u>
20	638	<u>Newsday/New York Newsday 1987-2008/Apr 06</u>
33	640	<u>San Francisco Chronicle 1988-2008/Apr 06</u>
8	641	<u>Rocky Mountain News Jun 1989-2008/Apr 05</u>
6	642	<u>The Charlotte Observer 1988-2008/Apr 06</u>
2	643	<u>Grand Forks Herald 1995-2008/Mar 08</u>
2	644	<u>(Boulder) Daily Camera 1995- 2008/Mar 28</u>
5	645	<u>Contra Costa Papers 1995- 2008/Apr 01</u>
6	646	<u>Consumer Reports 1982-2008/Feb</u>
56	647	<u>CMP Computer Fulltext 1988-2008/Mar W3</u>
12	648	<u>TV and Radio Transcripts 1997-2008/Apr W1</u>
532	649	<u>Gale Group Newswire ASAP(TM) 2008/Mar 20</u>
26	654	<u>US PAT.FULL. 1976-2008/APR 03</u>
19	660	<u>Federal News Service 1991-2002/Jul 02</u>
10	674	<u>Computer News Fulltext 1989-2006/Sep W1</u>
5	696	<u>DIALOG Telecom. Newsletters 1995-2008/Apr 06</u>
5	701	<u>St Paul Pioneer Pr Apr 1988-2007/Nov 18</u>

12	702	<u>Miami Herald 1983-2008/Apr 01</u>
12	703	<u>USA Today 1989-2008/Apr 03</u>
19	704	<u>(Portland)The Oregonian 1989-2008/Apr 03</u>
11	707	<u>The Seattle Times 1989-2008/Apr 05</u>
8	708	<u>Akron Beacon Journal 1989-2006/Sep 21</u>
7	709	<u>Richmond Times-Disp. 1989-2008/Apr 03</u>
11	710	<u>Times/Sun.Times(London) Jun 1988-2008/Apr 07</u>
2	711	<u>Independent(London) Sep 1988-2006/Dec 12</u>
2	712	<u>Palm Beach Post 1989-2008/Apr 05</u>
12	713	<u>Atlanta J/Const. 1989-2008/Apr 06</u>
4	714	<u>(Baltimore) The Sun 1990-2008/Apr 04</u>
4	715	<u>Christian Sci.Mon. 1989-2008/Apr 07</u>
3	716	<u>Daily News Of L.A. 1989-2008/Apr 04</u>
24	717	<u>The Washington Times Jun 1989-2008/Apr 06</u>
1	718	<u>Pittsburgh Post-Gazette Jun 1990-2008/Apr 07</u>
11	719	<u>(Albany) The Times Union Mar 1986-2008/Apr 05</u>
2	720	<u>(Columbia) The State Dec 1987-2008/Mar 17</u>
3	721	<u>Lexington Hrlld.-Ldr. 1990-2008/Mar 29</u>
4	722	<u>Cincinnati/Kentucky Post 1990-2007/Dec 31</u>
3	723	<u>The Wichita Eagle 1990-2008/Apr 03</u>
12	724	<u>(Minneapolis)Star Tribune 1989-1996/Feb 04</u>
2	725	<u>(Cleveland)Plain Dealer Aug 1991-2008/Apr 05</u>
154	727	<u>Canadian Newspapers 1990-2008/Apr 01</u>
19	728	<u>Asia/Pac News 1994-2005/Dec W2</u>
2	731	<u>Philad.Dly.News 1983- 2008/Apr 07</u>
11	733	<u>The Buffalo News 1990- 2008/Apr 04</u>
6	734	<u>Dayton Daily News Oct 1990- 2008/Apr 02</u>
12	735	<u>St. Petersburg Times 1989- 2008/Apr 06</u>
1	736	<u>Seattle Post-Int. 1990-2008/Apr 04</u>
5	738	<u>(Allentown) The Morning Call 1990-2008/Apr 03</u>
9	739	<u>The Fresno Bee 1990-2008/Apr 04</u>
10	740	<u>(Memphis)Comm.Appeal 1990-2008/Apr 04</u>
9	741	<u>(Norfolk)Led./Pil. 1990-2008/Apr 05</u>
8	742	<u>(Madison)Cap.Tim/Wi.St.J 1990-2008/Apr 05</u>
7	743	<u>(New Jersey)The Record 1989-2008/Mar 30</u>
1	744	<u>(Biloxi) Sun Herald 1995-2008/Apr 02</u>
5	748	<u>Asia/Pac Bus. Jrnls 1994-2005/Dec 13</u>
2	750	<u>Emerging Mkts &amp; Middle East News 1995-2005/Dec 13</u>
1	754	<u>IPO Maven 1994-2000/Jul</u>
2	755	<u>New Zealand Newspapers 1995-2008/Apr 03</u>
1	756	<u>Daily/Sunday Telegraph 2000-2008/Apr 07</u>
21	757	<u>Mirror Publications/Independent</u>
2	762	<u>Euromonitor Market Res. 1991-2004/Apr</u>
2	763	<u>FREEDONIA MARKET RES. 1990-2007/DEC</u>
17	765	<u>Frost &amp; Sullivan 1992-1999/Apr</u>
2	766	<u>(R)Kalorama Info Market Res. 1993-2000/Aug</u>
12	767	<u>Frost &amp; Sullivan Market Eng 2008/Apr 05</u>

15	768	<u>EIU Market Research 2008/Mar 28</u>
3	777	<u>EdgarPlus(TM)-Annual Reports 2006/Oct 03</u>
1	778	<u>EdgarPlus(TM)-10-K &amp; 20-F Filings 2006/Oct 03</u>
1	780	<u>EdgarPlus(TM)-Proxy Statements 2006/Oct 03</u>
1	806	<u>Africa News 1996-1999/May 26</u>
214	810	<u>Business Wire 1986-1999/Feb 28</u>
270	813	<u>PR Newswire 1987-1999/Apr 30</u>
4	816	<u>Canada NewsWire 1996-1999/Jun 24</u>
5	929	<u>Albuquerque Newspapers 1995-2005/Jul 31</u>
1	979	<u>Milwaukee Jnl Sentinel Apr 1998-2008/Apr 06</u>
3	980	<u>Sarasota Herald-Tribune 1996-2007/Dec 18</u>
1	985	<u>World News Connection(R) 1995-2008/Apr 07</u>
634	996	<u>NewsRoom 2000-2002</u>

#### Reordered Hits

Hits	File	Name
1271	148	<u>Gale Group Trade &amp; Industry DB 1976-2008/Mar 20</u>
896	16	<u>Gale Group PROMT(R) 1990-2008/Apr 02</u>
650	15	<u>ABI/Inform(R) 1971-2008/Apr 05</u>
634	996	<u>NewsRoom 2000-2002</u>
532	649	<u>Gale Group Newswire ASAP(TM) 2008/Mar 20</u>
486	20	<u>Dialog Global Reporter 1997-2008/Apr 07</u>
425	621	<u>Gale Group New Prod. Annou.(R) 1985-2008/Mar 20</u>
270	813	<u>PR Newswire 1987-1999/Apr 30</u>
214	810	<u>Business Wire 1986-1999/Feb 28</u>
206	570	<u>Gale Group MARS(R) 1984-2008/Apr 01</u>
202	635	<u>Business Dateline(R) 1985-2008/Apr 04</u>
188	275	<u>Gale Group Computer DB(TM) 1983-2008/Apr 01</u>
186	47	<u>Gale Group Magazine DB(TM) 1959-2008/Mar 26</u>
174	613	<u>PR Newswire 1999-2008/Apr 06</u>
156	610	<u>Business Wire 1999-2008/Apr 07</u>
154	727	<u>Canadian Newspapers 1990-2008/Apr 01</u>
145	13	<u>BAMP 2008/Apr 04</u>
138	484	<u>Periodical Abs Plustext 1986-2008/Mar W4</u>
132	542	<u>SEC Online(TM) 10-K Reports 1997/Sep W3</u>
128	9	<u>Business &amp; Industry(R) Jul/1994-2008/Apr 03</u>
123	636	<u>Gale Group Newsletter DB(TM) 1987-2008/Apr 01</u>
113	88	<u>Gale Group Business A.R.T.S. 1976-2008/Mar 18</u>
92	541	<u>SEC Online(TM) Annual Repts 1997/Sep W3</u>
69	545	<u>Investext(r)Archive 1982-2007/MAR 31(c)2007 Thomson</u>
65	75	<u>TGG Management Contents(R) 86-2008/Mar W4</u>
65	262	<u>CBCA Fulltext 1982-2008/Mar 31</u>
63	608	<u>KR/T Bus.News. 1992-2008/Apr 07</u>



58	485	<a href="#"><u>Accounting &amp; Tax DB 1971-2008/Mar W4</u></a>
56	647	<a href="#"><u>CMP Computer Fulltext 1988-2008/Mar W3</u></a>
47	194	<a href="#"><u>FBODaily 1982/Dec-2008/Nov</u></a>
39	619	<a href="#"><u>Asia Intelligence Wire 1995-2008/Apr 01</u></a>
33	640	<a href="#"><u>San Francisco Chronicle 1988-2008/Apr 06</u></a>
28	609	<a href="#"><u>Bridge World Markets 2000-2001/Oct 01</u></a>
27	471	<a href="#"><u>New York Times Fulltext 1980-2008/Apr 13</u></a>
26	349	<a href="#"><u>PCT FULLTEXT 1979-2008/UB=20080327UT=20080320</u></a>
26	654	<a href="#"><u>US PAT.FULL. 1976-2008/APR 03</u></a>
24	553	<a href="#"><u>Wilson Bus. Abs. 1982-2008/Feb</u></a>
24	717	<a href="#"><u>The Washington Times Jun 1989-2008/Apr 06</u></a>
23	180	<a href="#"><u>Federal Register 19852008/Apr 05</u></a>
21	757	<a href="#"><u>Mirror Publications/Independent</u></a>
20	638	<a href="#"><u>Newsday/New York Newsday 1987-2008/Apr 06</u></a>
19	660	<a href="#"><u>Federal News Service 1991-2002/Jul 02</u></a>
19	704	<a href="#"><u>(Portland)The Oregonian 1989-2008/Apr 03</u></a>
19	728	<a href="#"><u>Asia/Pac News 1994-2005/Dec W2</u></a>
18	122	<a href="#"><u>Harvard Business Review 1971-2007/Sep</u></a>
18	624	<a href="#"><u>McGraw-Hill Publications 1985-2008/Apr 07</u></a>
17	160	<a href="#"><u>Gale Group PROMT(R) 1972-1989</u></a>
17	765	<a href="#"><u>Frost &amp; Sullivan 1992-1999/Apr</u></a>
16	81	<a href="#"><u>MIRA - Motor Industry Research 2001-2008/Nov</u></a>
16	564	<a href="#"><u>ICC Brit.Co.Ann.Rpts 1984-2004/Jun 22</u></a>

15	768	<a href="#"><u>EIU Market Research 2008/Mar 28</u></a>
13	18	<a href="#"><u>Gale Group F&amp;S Index(R) 1988-2008/Apr 02</u></a>
13	494	<a href="#"><u>St LouisPost-Dispatch 1988-2008/Apr 06</u></a>
13	633	<a href="#"><u>Phil.Inquirer 1983-2008/Apr 06</u></a>
12	631	<a href="#"><u>Boston Globe 1980-2008/Apr 04</u></a>
12	634	<a href="#"><u>San Jose Mercury Jun 1985-2008/Apr 03</u></a>
12	648	<a href="#"><u>TV and Radio Transcripts 1997-2008/Apr W1</u></a>
12	702	<a href="#"><u>Miami Herald 1983-2008/Apr 01</u></a>
12	703	<a href="#"><u>USA Today 1989-2008/Apr 03</u></a>
12	713	<a href="#"><u>Atlanta J/Const. 1989-2008/Apr 06</u></a>
12	724	<a href="#"><u>(Minneapolis)Star Tribune 1989-1996/Feb 04</u></a>
12	735	<a href="#"><u>St. Petersburg Times 1989- 2008/Apr 06</u></a>
12	767	<a href="#"><u>Frost &amp; Sullivan Market Eng 2008/Apr 05</u></a>
11	492	<a href="#"><u>Arizona Repub/Phoenix Gaz 19862002/Jan 06</u></a>
11	707	<a href="#"><u>The Seattle Times 1989-2008/Apr 05</u></a>
11	710	<a href="#"><u>Times/Sun.Times(London) Jun 1988-2008/Apr 07</u></a>
11	719	<a href="#"><u>(Albany) The Times Union Mar 1986-2008/Apr 05</u></a>
11	733	<a href="#"><u>The Buffalo News 1990- 2008/Apr 04</u></a>
10	268	<a href="#"><u>Banking Info Source 1981-2008/Mar W4</u></a>
10	543	<a href="#"><u>SEC Online(TM) 10-Q Reports 1997/Sep W3</u></a>
10	623	<a href="#"><u>Business Week 1985-2008/Apr 04</u></a>
10	674	<a href="#"><u>Computer News Fulltext 1989-2006/Sep W1</u></a>
10	740	<a href="#"><u>(Memphis)Comm.Appeal 1990-2008/Apr 04</u></a>
9	739	<a href="#"><u>The Fresno Bee 1990-2008/Apr 04</u></a>

9	741	<u>(Norfolk)Led./Pil. 1990-2008/Apr 05</u>
8	544	<u>SEC Online(TM) Proxy Repts 1997/Sep W3</u>
8	641	<u>Rocky Mountain News Jun 1989-2008/Apr 05</u>
8	708	<u>Akron Beacon Journal 1989-2006/Sep 21</u>
8	742	<u>(Madison)Cap.Tim/Wi.St.J 1990-2008/Apr 05</u>
7	120	<u>U.S. Copyrights 1978-2008/Apr 01</u>
7	147	<u>The Kansas City Star 1995-2003/Nov 21</u>
7	149	<u>TGG Health&amp;Wellness DB(SM) 1976-2008/Mar W3</u>
7	709	<u>Richmond Times-Disp. 1989-2008/Apr 03</u>
7	743	<u>(New Jersey)The Record 1989-2008/Mar 30</u>
6	258	<u>AP News Jul 2000-2008/Apr 07</u>
6	348	<u>EUROPEAN PATENTS 1978-2007/ 200814</u>
6	637	<u>Journal of Commerce 1986-2008/May 19</u>
6	642	<u>The Charlotte Observer 1988-2008/Apr 06</u>
6	646	<u>Consumer Reports 1982-2008/Feb</u>
6	734	<u>Dayton Daily News Oct 1990- 2008/Apr 02</u>
5	8	<u>Ei Compendex(R) 1884-2008/Mar W4</u>
5	14	<u>Mechanical and Transport Engineer</u>
5	35	<u>Dissertation Abs Online 1861-2008/Nov</u>
5	101	<u>Disclosure Database(R) 2008/Mar W5</u>
5	141	<u>Readers Guide 1983-2008/Jan</u>
5	645	<u>Contra Costa Papers 1995- 2008/Apr 01</u>
5	696	<u>DIALOG Telecom. Newsletters 1995-2008/Apr 06</u>
5	701	<u>St Paul Pioneer Pr Apr 1988-2007/Nov 18</u>
5	738	<u>(Allentown) The Morning Call 1990-2008/Apr 03</u>
5	748	<u>Asia/Pac Bus. Jrnl 1994-2005/Dec 13</u>
5	929	<u>Albuquerque Newspapers 1995-2005/Jul 31</u>
4	216	<u>ONTAP(R) Gale Group PROMT(R)</u>
4	387	<u>The Denver Post 1994-2008/Apr 06</u>
4	483	<u>Newspaper Abs Daily 1986-2008/Apr 06</u>
4	714	<u>(Baltimore) The Sun 1990-2008/Apr 04</u>
4	715	<u>Christian Sci.Mon. 1989-2008/Apr 07</u>
4	722	<u>Cincinnati/Kentucky Post 1990-2007/Dec 31</u>
4	816	<u>Canada NewsWire 1996-1999/Jun 24</u>
3	2	<u>INSPEC 1898-2008/Mar W2</u>
3	95	<u>TEME-Technology &amp; Management 1989-2008/Mar W4</u>
3	112	<u>UBM Industry News 1998-2004/Jan 27</u>
3	215	<u>ONTAP(R) ABI/INFORM(R)</u>
3	392	<u>Boston Herald 1995-2006/Jun 14</u>
3	519	<u>D&amp;B-Duns Finan.Records Plus(TM) 2008/Feb</u>
3	583	<u>Gale Group Globalbase(TM) 1986-2002/Dec 13</u>
3	716	<u>Daily News Of L.A. 1989-2008/Apr 04</u>
3	721	<u>Lexington Hrl.-Ldr. 1990-2008/Mar 29</u>
3	723	<u>The Wichita Eagle 1990-2008/Apr 03</u>
3	777	<u>EdgarPlus(TM)-Annual Reports 2006/Oct 03</u>
3	980	<u>Sarasota Herald-Tribune 1996-2007/Dec 18</u>
2	144	<u>Pascal 1973-2008/Apr W1</u>

2	158	<u>DIOGENES(R) 1976-2008/Mar W4</u>
2	192	<u>Industry Trends &amp; Anal. 1997/Jun</u>
2	441	<u>ESPICOM Pharm&amp;Med DEVICE NEWS 2008/Jul W1</u>
2	532	<u>Bangor Daily News 1996-2008/Apr 03</u>
2	563	<u>Key Note Market Res. 1986-2001/Aug 03</u>
2	606	<u>Africa News 1999-2008/Apr 07</u>
2	614	<u>AFP English Wire 1999-2008/Apr 07</u>
2	616	<u>Canada NewsWire 1999-2001/Mar 09</u>
2	620	<u>EIU</u>
2	643	<u>Grand Forks Herald 1995-2008/Mar 08</u>
2	644	<u>(Boulder) Daily Camera 1995- 2008/Mar 28</u>
2	711	<u>Independent(London) Sep 1988-2006/Dec 12</u>
2	712	<u>Palm Beach Post 1989-2008/Apr 05</u>
2	720	<u>(Columbia) The State Dec 1987-2008/Mar 17</u>
2	725	<u>(Cleveland)Plain Dealer Aug 1991-2008/Apr 05</u>
2	731	<u>Philad.Dly.News 1983- 2008/Apr 07</u>
2	750	<u>Emerging Mkts &amp; Middle East News 1995-2005/Dec 13</u>
2	755	<u>New Zealand Newspapers 1995-2008/Apr 03</u>
2	762	<u>Euromonitor Market Res. 1991-2004/Apr</u>
2	763	<u>FREEDONIA MARKET RES. 1990-2007/DEC</u>
2	766	<u>(R)Kalorama Info Market Res. 1993-2000/Aug</u>
1	11	<u>PsycINFO(R) 1887-2008/Mar W5</u>
1	34	<u>SciSearch(R) Cited Ref Sci 1990-2008/Apr W1</u>
1	64	<u>Environmental Engineering Abstracts 1966-2008/Jan</u>
1	80	<u>TGG Aerospace/Def.Mkts(R) 1982-2008/Apr 01</u>
1	226	<u>TRADEMARKSCAN(R)-US Fed OG 080325/AP 080318</u>
1	247	<u>ONTAP(R) Gale Group Magazine Index(TM)</u>
1	249	<u>Mgt. &amp; Mktg. Abs. 1976-2007/Apr W5</u>
1	256	<u>TecInfoSource 82-2008/Aug</u>
1	261	<u>UPI News 1999-2005/Nov 17</u>
1	264	<u>DIALOG Defense Newsletters 1989-2008/Apr 02</u>
1	277	<u>ONTAP(R) Investext(R)</u>
1	324	<u>GERMAN PATENTS FULLTEXT 1967-200814</u>
1	345	<u>Inpadoc/Fam.&amp; Legal Stat 1968-2008/UD=200813</u>
1	427	<u>Fort Worth Star-Telegram 1993-2004/Feb 25</u>
1	432	<u>Tampa Tribune 1998-2008/Mar 26</u>
1	440	<u>Current Contents Search(R) 1990-2008/Apr 07</u>
1	487	<u>Columbus Ledger-Enquirer 1994-2008/Mar 28</u>
1	489	<u>The News-Sentinel 1991-2008/Apr 03</u>
1	505	<u>Asian Co. Profiles 2008/Feb</u>
1	510	<u>ESPICOM Pharm &amp; Med Profile 20071127</u>
1	568	<u>Asian Bus. Intelligence Rpts 2002/Oct 25</u>
1	582	<u>Augusta Chronicle 1996- 2008/Apr 05</u>
1	587	<u>Jane's Defense&amp;Aerospace 2008/Dec W5</u>
1	605	<u>U.S. Newswire 1999-2008/Mar 03</u>
1	625	<u>American Banker Publications 1981-2008/Apr 03</u>
1	718	<u>Pittsburgh Post-Gazette Jun 1990-2008/Apr 07</u>

1	736	<u>Seattle Post-Int. 1990-2008/Apr 04</u>
1	744	<u>(Biloxi) Sun Herald 1995-2008/Apr 02</u>
1	754	<u>IPO Maven 1994-2000/Jul</u>
1	756	<u>Daily/Sunday Telegraph 2000-2008/Apr 07</u>
1	778	<u>EdgarPlus(TM)-10-K &amp; 20-F Filings 2006/Oct 03</u>
1	780	<u>EdgarPlus(TM)-Proxy Statements 2006/Oct 03</u>
1	806	<u>Africa News 1996-1999/May 26</u>
1	979	<u>Milwaukee Jnl Sentinel Apr 1998-2008/Apr 06</u>
1	985	<u>World News Connection(R) 1995-2008/Apr 07</u>

#### Estimated Cost Summary

Project		Client		Charge Code		Searcher		Job		Service Code	User Number
						Scott Jarrett				51	276702
Date		Time		SessionID		Subsession		Subaccount			
04/07/2008		12:47:24		113		6					
Data Base	Dial Units	Access Charge	Print Credit	Types	Prints	Report	Rank	Links	CSS	Total	
411	116.1880	341.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	341.59	
Sub Totals	116.1880	\$341.59	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$341.59	
Session Totals	164.3920	\$491.19		Telecom	\$9.60					\$500.79	

Begin 996,649,813,810,275,613,610,484,640,647

[File 996] NewsRoom 2000-2002  
(c) 2008 Dialog. All rights reserved.

[File 649] Gale Group Newswire ASAP(TM) 2008/Mar 20  
(c) 2008 The Gale Group. All rights reserved.

[File 813] PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 810] Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire . All rights reserved.

[File 275] Gale Group Computer DB(TM) 1983-2008/Apr 01  
(c) 2008 The Gale Group. All rights reserved.

[File 613] PR Newswire 1999-2008/Apr 06  
(c) 2008 PR Newswire Association Inc. All rights reserved.

*\*File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 610] Business Wire 1999-2008/Apr 07

(c) 2008 Business Wire. All rights reserved.

*\*File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 484] Periodical Abs Plustext 1986-2008/Mar W4

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[File 640] San Francisco Chronicle 1988-2008/Apr 06

(c) 2008 Chronicle Publ. Co. All rights reserved.

[File 647] CMP Computer Fulltext 1988-2008/Mar W3

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```
SELECT (car? or automotive? or automobile?) and ((customer? or buyer?) () satisfaction)
and (warranty) not py>2001
```

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

>>>W: File 996 processing for CAR? stopped at CARPINTINO

16116457 CAR?

1176258 AUTOMOTIVE?

659026 AUTOMOBILE?

6714476 CUSTOMER?

950768 BUYER?

585352 SATISFACTION

219658 (CUSTOMER? OR BUYER?) (W) SATISFACTION

178705 WARRANTY

23118765 PY>2001

```
S1      2395  SELECT (CAR? OR AUTOMOTIVE? OR AUTOMOBILE?) AND ((CUSTOMER? OR BUYER?) ()
SATISFACTION) AND (WARRANTY) NOT PY>2001
```

?

? s s1 and ford

2395 S1

648462 FORD

S2 365 S S1 AND FORD

? rd

S3 274 RD (UNIQUE ITEMS)

? d s

Set	Items	Description
-----	-------	-------------

S1	2395	SELECT (CAR? OR AUTOMOTIVE? OR AUTOMOBILE?) AND ((CUSTOMER? OR BUYER?) ( ) SATISFACTION) AND (WARRANTY) NOT PY>2001
----	------	---

S2	365	S S1 AND FORD
----	-----	---------------

S3	274	RD (unique items)
----	-----	-------------------

? d s

Set	Items	Description
-----	-------	-------------

S1	2395	SELECT (CAR? OR AUTOMOTIVE? OR AUTOMOBILE?) AND ((CUSTOMER? OR BUYER?) ( ) SATISFACTION) AND (WARRANTY) NOT PY>2001
----	------	---

S2	365	S S1 AND FORD
----	-----	---------------

S3	274	RD (unique items)
----	-----	-------------------

? s s3 and (warranty (n3) satisfaction)

274 S3

178705 WARRANTY

585352 SATISFACTION

497 WARRANTY(3N)SATISFACTION

S4 16 S S3 AND (WARRANTY (N3) SATISFACTION)

? d s

Set	Items	Description
-----	-------	-------------

S1	2395	SELECT (CAR? OR AUTOMOTIVE? OR AUTOMOBILE?) AND ((CUSTOMER? OR BUYER?) ( ) SATISFACTION) AND (WARRANTY) NOT PY>2001
----	------	---

S2	365	S S1 AND FORD
----	-----	---------------

S3	274	RD (unique items)
----	-----	-------------------

? t s4/ti/all

4/TI/1 (Item 1 from file: 996)

NewsRoom 2000-2002

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Using 'smart' pricing to increase profits and maximize customer satisfaction.

4/TI/2 (Item 2 from file: 996)

NewsRoom 2000-2002

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GM improves its minority dealer efforts.(General Motors)(Brief Article)

4/TI/3 (Item 3 from file: 996)

NewsRoom 2000-2002

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Steel to gain in crankshaft applications, reports AISI Use of bar steel in crankshafts will rise as much as 50% from 40% to 60% of the market share, by mid-2002 due to steel's capability to improve engine performance and reduce weight at economical costs; steel growth will come at expense of cast iron

4/TI/4 (Item 4 from file: 996)

NewsRoom 2000-2002

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Steel to Gain Market Share in Engine Crankshaft Applications, Reports American Iron And Steel Institute

4/TI/5 (Item 5 from file: 996)

NewsRoom 2000-2002

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The Total Performance Equation.

4/TI/6 (Item 6 from file: 996)

NewsRoom 2000-2002

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Now You're A Commodity.

4/TI/7 (Item 7 from file: 996)  
NewsRoom 2000-2002  
(c) 2008 Dialog. All rights reserved.  
Pay hikes awarded top execs with Ford

4/TI/8 (Item 8 from file: 996)  
NewsRoom 2000-2002  
(c) 2008 Dialog. All rights reserved.  
Ford Proxy Reports Executive Compensation

4/TI/9 (Item 9 from file: 996)  
NewsRoom 2000-2002  
(c) 2008 Dialog. All rights reserved.  
FORD CEO PAID \$10.2 MILLION IN 1999

4/TI/10 (Item 10 from file: 996)  
NewsRoom 2000-2002  
(c) 2008 Dialog. All rights reserved.  
Ford CEO Received \$10M in 1999

4/TI/11 (Item 1 from file: 649)  
Gale Group Newswire ASAP(TM)  
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Gentex Sees Automotive Industry in a Whole New Light.

4/TI/12 (Item 2 from file: 649)  
Gale Group Newswire ASAP(TM)  
(c) 2008 The Gale Group. All rights reserved.  
New Technology Update: Revolutionary New LED Technology And Electrochromic 'Smart' Windows from Gentex.



4/TI/13 (Item 1 from file: 813)

PR Newswire

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YUGO ANNOUNCES REVOLUTIONARY MULTI-TIER WARRANTY; NEW BUMPER-TO-BUMPER  
COVERAGE IS ONE-OF-A-KIND

4/TI/14 (Item 1 from file: 484)

Periodical Abs Plustext

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At your service! Does country of origin research apply to services?

4/TI/15 (Item 2 from file: 484)

Periodical Abs Plustext

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The gentlemen at Ford are kicking butt

4/TI/16 (Item 1 from file: 640)

San Francisco Chronicle

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SLOW DRIVERS IN CALIFORNIA ARE DANGEROUS AND ILLEGAL

? t s4/3,5/15,11,6,1

4/5/15 (Item 2 from file: 484)

Periodical Abs Plustext

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03756045 Supplier Number: 98242819 (USE FORMAT 7 OR 9 FOR FULLTEXT )

The gentlemen at Ford are kicking butt

Taylor, Alex III

Fortune ( FOR ) , v137 n12 , p 70-75

Jun 22, 1998

ISSN: 0015-8259 Journal Code: FOR

Document Type: Feature

Language: English Record Type: Fulltext; Abstract

Word Count: 3437

Abstract:

If the merger of Daimler-Benz and Chrysler is completed as planned it will be less than three-fifths the size of Ford Motor Co, and CEO Alex Trotman is the revolutionary behind Ford's transformation. Ford's success and its commitment to shareholder value is discussed.

Copyright Time, Inc. 1998

Descriptors: Automobile industry; Financial performance; Management styles; Market strategy; Shareholder relations

Named Persons: Trotman, Alexander

Company Names: Ford Motor Co

Special Features: Photograph Graph Table

4/5/11 (Item 1 from file: 649)

Gale Group Newswire ASAP(TM)

(c) 2008 The Gale Group. All rights reserved.

02913942 Supplier Number: 57890664 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Gentex Sees Automotive Industry in a Whole New Light.

PR Newswire , 3272

Dec 2 , 1999

Language: English

Record Type: Fulltext

Word Count: 723 Line Count: 00066

Company Names: Gentex Corp.

Descriptors: Automobile equipment and supplies industry

Industry Codes/Names: BUS Business, General; BUSN Any type of business

Product/Industry Names: 3714000 (Motor Vehicle Parts)

SIC Codes: 3714 Motor vehicle parts and accessories

NAICS Codes: 3363 Motor Vehicle Parts Manufacturing

Ticker Symbols: GNTX

File Segment: NW File 649

4/5/6 (Item 6 from file: 996)

NewsRoom 2000-2002

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0079539440 152Z16JH

Now You're A Commodity.

Brooke, Lindsay  
Automotive Industries , v 180 , n 6 , p 36  
Thursday , June 1, 2000  
Journal Code: AGNK Language: ENGLISH Record Type: Fulltext  
Document Type: Trade Journal ISSN: 1099-4130  
Word Count: 2,248

Lead Paragraph:

As events in the automotive industry go, this one was as business-as-usual as they come. It was executed quickly, quietly and professionally. It involved just a handful of people, and was judged a success by the "host" company. Just a simple business deal involving a few players, like the thousands that occur throughout the world every day. Even though there were no executive speeches, press conferences or next-day headlines, the event ignited a buzz, for two reasons. Nothing like it had ever happened before. And much of what happens after it will likely never be the same.

Company Names: FORD MOTOR CO; FORD MOTOR CO INC; SIEMENS AG; HOEGANAES CORP; INTERLAKE CORP; FREUDENBERG NOK; MUNRO HOLDINGS LTD; MUNRO GROUP LTD  
Event Names: CORPORATE PERFORMANCE; FINANCIAL AND COMMODITY MARKETS; MANUFACTURING AND PRODUCTION; NEW PRODUCT DEVELOPMENT; PRODUCT SPECIFICATIONS; PRODUCTIVITY; SOCIAL ISSUES; TECHNOLOGY DEVELOPMENT  
Industry Names: AUTOMOTIVE COMPONENTS; AUTOMOTIVE INDUSTRY; BUILDING; BUILDING MATERIALS; CARS; COMMUNICATIONS TECHNOLOGIES; ECONOMIC INDICATORS; FINANCIAL AND COMMODITY MARKETS; FINANCIAL SERVICES; INDUSTRIAL FASTENERS; INTERNET; PRODUCTIVITY  
Journal Region: USA  
Journal Subject: Automotive

4/5/1 (Item 1 from file: 996)  
NewsRoom 2000-2002  
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0300071096 15JS25FR  
Using 'smart' pricing to increase profits and maximize customer satisfaction.

Bhattacharya, Anindya  
Friedman, Hershey H  
National Public Accountant , v 46 n.6 , p 34-8  
Wednesday , August 1, 2001  
Journal Code: ATLV Language: English Record Type: Abstract

Document Type: Trade Journal ISSN: 0027-9978  
Word Count: 3,826

**Lead Paragraph:**

The use of "smart" pricing can boost profits and maximize customer satisfaction. Smart pricing is dynamic pricing, and entails a company adjusting prices, even on a daily basis, to reflect changing market

conditions, consumer demand, and product valuation. It is a value-based strategy that demands that companies have accurate information regarding market demand and profit margins on each item sold. Smart prices take into consideration differences in the costs of serving different market segments and the different valuations of the product by different segments. Several approaches to smart pricing that allow companies to sell their products or services at two or more prices are discussed under the following headings: premium product pricing, prime location pricing, enhanced warranty pricing, priority service pricing, off-peak pricing, and customer-segment pricing.

Selecting the right price for a product or service can have a significant impact on the bottom line. McKinsey & Co., in a study of 1,000 firms, found that a one percent increase in price -- with constant sales -- resulted in an average increase in profitability of 7.4 percent. The McKinsey study also showed that the effect of pricing on profitability was even stronger than that of increasing sales volume or reducing costs.(FN1) An understanding of the fixed and variable costs associated with a product is critical in selecting an optimal price. However, pricing should not only reflect costs, but also take into consideration the value customers place on the product or service.

**Company Names:** FORD MOTOR CO; FORD MOTOR CO INC; UNITED AIR LINES INC; UAL CORP; STARBUCK CORP; STARBUCK INC; STARBUCK LTD; STARBUCK CO INC

**Event Names:** ADVERTISING AND PROMOTION; CORPORATE FINANCIAL DATA; CORPORATE PERFORMANCE; ENVIRONMENT; FINANCIAL AND COMMODITY MARKETS; MARKET DATA; MARKET RESEARCH; PRODUCTIVITY; TECHNOLOGY DEVELOPMENT

**Industry Names:** ADVERTISING AND PROMOTION; AIR TRANSPORT; AIRLINES; ALTERNATIVE ENERGY; AUTOMOTIVE INDUSTRY; CARS; COMMUNICATIONS TECHNOLOGIES; COMPANY PROFILES; CORPORATE; CORPORATE FINANCIAL DATA; FUEL AND POWER; INTERNET; MARKETING; MOTOR DEALERS; PASSENGER TRANSPORT; RETAILING AND DISTRIBUTION; TRANSPORT; TRAVEL AND TOURISM

**Journal Region:** USA

**Journal Subject:** Banking and Insurance

? d s

Set	Items	Description
S1	2395	SELECT (CAR? OR AUTOMOTIVE? OR AUTOMOBILE?) AND ((CUSTOMER? OR BUYER?) ( ) SATISFACTION) AND (WARRANTY) NOT PY>2001
S2	365	S S1 AND FORD
S3	274	RD (unique items)
S4	16	S S3 AND (WARRANTY (N3) SATISFACTION)

? s 1 and (predict?? or extrapolat?? or forecast??) (n2) satisfaction